

MORRISON | FOERSTERRECEIVED
CENTRAL FAX CENTER

JAN 24 2006

425 MARKET STREET
SAN FRANCISCO
CALIFORNIA 94105-2482TELEPHONE: 415.268.7000
FACSIMILE: 415.268.7522

WWW.MOFO.COM

MORRISON & FOERSTER LLP
NEW YORK, SAN FRANCISCO,
LOS ANGELES, PALO ALTO,
SAN DIEGO, WASHINGTON, D.C.
DENVER, NORTHERN VIRGINIA,
ORANGE COUNTY, SACRAMENTO,
WALNUT CREEK, CENTURY CITY
TOKYO, LONDON, BEIJING,
SHANGHAI, HONG KONG,
SINGAPORE, BRUSSELS

To:

NAME:	FACSIMILE:	TELEPHONE:
U.S. Patent and Trademark Office M/S Amendment	(571) 273-8300	

FROM: Katherine D. Lee (Reg. No. 44,865)

DATE: January 24, 2006

Number of pages with cover page:	13
----------------------------------	----

Preparer of this slip has confirmed that facsimile number given is correct: 2451/jxh3**CAUTION - CONFIDENTIAL**

This facsimile contains confidential information which may also be privileged. Unless you are the addressee (or authorized to receive for the addressee), you may not copy, use, or distribute it. If you have received it in error, please advise Morrison & Foerster LLP immediately by telephone or facsimile and return it promptly by mail.

Contents of this Transmission:

Inventor: Desmond MASCARENHAS	Atty Docket No. 479942000300:
Application No.: 09/899,348	Filing Date: July 5, 2001
Group Art Unit: 3623	Examiner: R. Jeanty
Title: SYSTEM AND METHOD FOR USING PSYCHOLOGICAL SIGNIFICANCE PATTERN INFORMATION FOR MATCHING WITH TARGET INFORMATION	
Documents:	
Transmittal (1 page)	
Amendment in Response to Non-Final Office Action (11 pages)	
Facsimile Return Receipt Cover	
Sender's Initials: KDL3/jxh3	Date: January 24, 2006

sf-2068693

JAN 24 2006

PTO/SB/21 (09-04)

Approved for use through 07/31/2006, OMB 0551-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	09/899,348
		Filing Date	July 5, 2001
		First Named Inventor	Desmond MASCARENHAS
		Art Unit	3623
		Examiner Name	R. Jeanty
Total Number of Pages in This Submission	11	Attorney Docket Number	479942000300

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply (11 pages) <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Facsimile Return Receipt Cover
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	MORRISON & FOERSTER LLP (Customer No. 20872)		
Signature			
Printed name	Katherine D. Lee		
Date	January 24, 2006	Reg. No.	44,865

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. (571) 273-8300, on the date shown below.	
Dated: January 24, 2006	Signature: (Katherine D. Lee)

sf-2041320

JAN. 24. 2006 5:53PM

MOFO 28TH FL

RECEIVED
CENTRAL FAX CENTER

NO. 122 P. 3

JAN 24 2006

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. (571) 273-8300, on the date shown below.

Dated: January 24, 2006

Signature:

Katherine D. Lee
(Katherine D. Lee)

Docket No.: 479942000300
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Desmond MASCARENHAS

Application No.: 09/899,348

Confirmation No.: 2173

Filed: July 5, 2001

Art Unit: 3623

For: SYSTEM AND METHOD FOR USING
PSYCHOLOGICAL SIGNIFICANCE
PATTERN INFORMATION FOR MATCHING
WITH TARGET INFORMATION

Examiner: R. Jeanty

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

This is in response to the non-final Office Action dated October 24, 2005 (Paper No. 100305), for which a response is due on January 24, 2006. Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

sf-2041321